Polaroid Picture Hints

5 ways to improve your instant pictures

1 Move in close to your subjects. Details and expressions will be sharper and clearer, and backgrounds will be less distracting.

2 For flash pictures, place your subject near a light colored background. That way you'll get the best overall exposures. Avoid dark or distant backgrounds.

3 For flash pictures of groups, make sure everyone is about the same distance from the camera. Then, each subject will be lit evenly. And remember, the whole group must be within the flash range for your camera model.

4 For good scenic pictures, try to include something in the foreground that will add interest, or emphasize depth or dimension. Don't try to include too much in one picture; otherwise subjects will appear small and far away.

5 Give your subjects something to do or hold – so they are relaxed, not stiff and posed.

If you ever have a problem with your camera or film

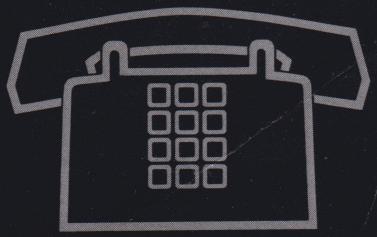
For immediate assistance or advice, call Polaroid Customer Service. From anywhere in the U.S.A. except Massachusetts, call

toll-free 800-225-1384

From Massachusetts, call collect (617) 864-4568. You may call any weekday between 8 a.m. and 5 p.m.

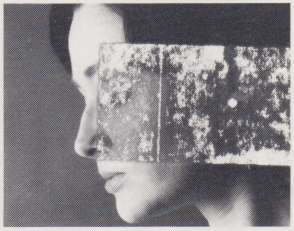
Or, write to Customer Service at any one of the Polaroid Service Centers listed on the back of this brochure. When writing, please describe the trouble you are having and indicate your camera model. If possible, include picture samples.

If you ever believe your camera may need repair, please contact Customer Service before sending it in.

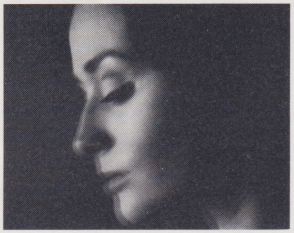


White specks in picture
Yellow tab pulled out of camera with very rapid or very slow motion. Tab must be pulled at steady, moderate speed.

Rectangle in picture
Impression of white tab. White tab not pulled all the way out of camera before yellow tab was pulled.



Blurred picture
Inaccurate focus; camera or subject motion. In dim light camera must be held steady. Use flash for indoor pictures.



Dull, faint colors
Development time too short. (Temperature also can affect picture quality.) Follow development time recommendations on instruction sheet packed with film.

Picture too light or too dark
Wrong camera setting; in daylight, electric eye "fooled" by very light or very dark background; with flash, subject too close or too far away.

Black picture; no image
No light reached film. Camera and/or flashgun batteries may be dead; camera set on wrong film speed; shutter may be damaged.

White picture; no image
Film was light struck. Safety cover removed before loading pack; film removed from camera; wrong film speed setting.

Part of picture missing
Film pack damaged before use. Handle pack only by edges.

Polaroid Service Centers and Offices

California
Polaroid Corporation
875 Stanton Road
Burlingame 94010
Telephone: (415) 692-1027

Polaroid Corporation
2040 E. Maple Avenue
El Segundo 90245
Telephone: (213) 322-6206

Georgia
Polaroid Corporation
3720 Browns Mill Road, S.E.
Atlanta 30315
Telephone: (404) 762-1711

Hawaii
Polaroid Corporation
Suite 153
841 Bishop Street
Honolulu 96813
Telephone: (808) 524-3911

Illinois
Polaroid Corporation
2020 Swift Drive
Oak Brook 60521
Telephone: (312) 654-5252

Massachusetts
Polaroid Corporation
89 Second Avenue
Waltham 02154
Telephone: (617) 890-7000,
ext. 2924

New Jersey
Polaroid Corporation
P.O. Box 607
W-95 Century Road
Paramus 07652
Telephone: (201) 265-6900

Ohio
Polaroid Corporation
4640 Manufacturing Road
Cleveland 44135
Telephone: (216) 267-7600

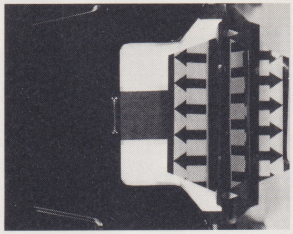
Texas
Polaroid Corporation
9029 Governors Row
Dallas 75247
Telephone: (214) 631-9500

Additional Service Centers:

Besides Polaroid's own Service Centers listed here, there are many Authorized Service Centers in the U.S.A. and Canada. To locate the one closest to you, write to the nearest Polaroid Service Center or to Customer Service, Polaroid Corporation, Cambridge, Mass. 02139. Or, call Customer Service toll-free at 800-225-1384 from anywhere in the U.S.A. except Massachusetts. From within Massachusetts, and from Canada, you may call collect at (617) 864-4568.

Picture faults and their causes

Crumpled yellow tabs
Yellow tab did not pop out when white tab was pulled. Developer spreader inside camera back may be dirty. Clean according to instruction book.



Marks, streaks; orange areas
Two pictures came out of camera together. Operator pulled two white tabs in a row. Follow correct tab pulling sequence; clean developer spreader inside camera back.

Undeveloped corner; orange mark in corner, along edge
Yellow tab was pulled at angle instead of straight out of camera. Always grip yellow tab in center and pull straight, all the way out of camera.

Evenly spaced spots, marks
Dirt on camera rollers. Open back of camera; clean rollers according to instruction book.